

"Caravanning"

Season
1929



THE LANCASHIRE TOURING CARAVAN CO. LTD.

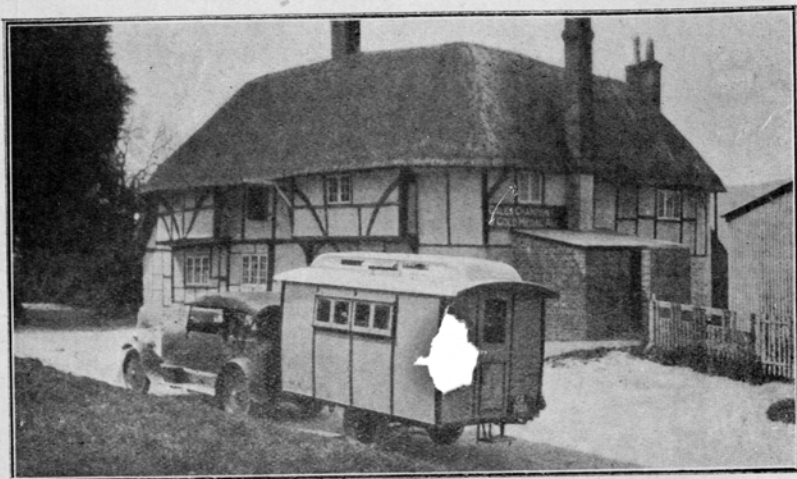
LANCASHIRE TOURING CARAVAN CO. Ltd.

Works and Depot:

32a VIRGINIA STREET, SOUTHPORT. Phone 3281.

Registered Office: 367 Lord Street, Southport. Phone 3264.

To lovers of nature—to those who wish for real freedom from
the conventionalities of everyday life—to those who long for
a roaming care-free holiday—motor caravanning is the ideal.



A de-Luxe Model Caravan in a Picturesque Setting.

These “wonder houses on wheels” have caused many a sensation and delighted thousands.

If you yearn to give the Income Tax Collector a run for his money; or better still, if you wish for the most delightful holiday imaginable, follow the lead of many other happy Caravanners.

Hire Conditions.

Caravans and equipment are let out on hire on the following Conditions:—

1.—DEPOSIT. Twenty-five per cent. of the Hire Charges to be paid at time of booking the order. No order can be entertained unless accompanied by a Deposit.

2.—BALANCE. The Balance to be paid on taking over the Caravan, together with any amount due for the Hire of Extra Camp Equipment.

3.—TAKING OVER. The caravan is taken over at Southport any time between 9 a.m. and 5 p.m. on any day except Sundays and Bank Holidays.

4.—RETURN. The caravan to be returned to our Depôt at Southport not later than mid-day on the day following the last day of the hire period. **Under no circumstances may the half-day's grace allowed be exceeded,** as another hirer may be waiting for the caravan.

5.—BREAKAGES (see Price List, page 13). The hirer pays for any loss, damage or breakages of equipment, such as crockery, cooking utensils, lean-to tents, etc. (these are not covered by Insurance).

6.—TYRES AND TUBES. Except in cases of fair wear and tear, the hirer is responsible for damages to tyres and tubes caused through neglect or overloading or other causes during the period of Hire. In the event of damage occurring,

and the hirer is of the opinion that damage was due to faulty construction or materials, the tyre(s) or tube(s) to be returned to the makers by us for examination and report. Their decision to be final.

7.—DAMAGE. Under no circumstances can we take any responsibility for any damage to hirer's car. If a prospective client applies for a caravan to be attached to a car which we consider unsuitable, we inform him to that effect.

8.—TOWING-BRACKET. A Towing-Bracket is fitted to the hirer's car by us. This work can be undertaken between 8.0 a.m. and 5 p.m., except on Saturday, when it cannot be done after mid-day. We cannot promise to complete the work the same day on any car delivered to us after 2.0 p.m. This work cannot be done on Sundays and Bank Holidays. We would point out that these brackets, which are essential before a caravan can be attached to a car, cost from £1 to £3 each, but as we take all responsibility of proper attachment, we make and fix them ourselves, free of charge.

9.—CLEANLINESS. We endeavour to hand over all caravans in a perfectly clean condition, and we ask our clients to hand them back to us equally clean and tidy.

10.—REMOVAL OF TOWING-BRACKET. The Towing-Bracket is removed by us from your car on your return, or if

it is desired to retain it, it must be paid for before leaving, in which case the price is £1/10/-

11.—MINIMUM HIRE FEE. The minimum hire fee payable is as for two weeks. That is to say, if you book a caravan for one week where the charge is £5 per week, the amount payable will be £10. A client who wishes to take a week's holiday at one time, and a further week later, may do so by booking for the first week (and paying as stated above), and booking for the second week on his return from the first week. Those wishing to take a week only, and who are not tied down to any special week, should write asking for our "Single week" list at single week fee. It must be quite understood that we can offer no other dates for a single week than those stated on this list.

12.—PART WEEKS. Days or part weeks will be charged for pro rata.

13.—INSURANCE. The caravan is not insured by us.

The hirer on receipt of our acceptance of his order, must fill in the particulars on the form (page 15) and forward this to his own insurance agent or company, accompanied with the insurance policy in respect to the car which will tow the caravan, in sufficient time for the company to make the necessary addition to the existing motor-car policy.

When the hirer comes for the caravan we shall require to see either the car policy with the

endorsement in respect to the caravan, or a letter from the agent or company stating that the insurance has been carried out.

14.—CANCELLATION OF ORDER. We undertake to return deposits in full on all orders for hire which it is found necessary to cancel provided we are notified, that the order is to be cancelled, not less than one month in advance of the date for which the caravan was booked.

In case of orders cancelled less than one month before the date booked, we undertake to return the deposit, less a booking fee of 10 per cent., as soon as we have re-let the caravan for the period cancelled.

15.—EXTRA EQUIPMENT. Extra equipment, such as lean-tos, camp beds, etc., should, as far as possible, be ordered at the time of booking the caravan. We carry a large stock, but cannot guarantee to supply anything or everything not previously ordered.

16.—All offers of caravans for hire which we make in reply to applications, are made, subject to being unbooked, on acceptance by the prospective client. When bookings are well advanced we cannot guarantee to keep caravans not definitely booked, or to offer options.

17.—LATE ARRIVAL OF HIRER.—A client coming late for his caravan will be liable for payment from the original date booked, both for the caravan and the equipment.

If there is any other information you would like, or anything you do not understand, please do not fail to ask us.

A Few Words on our Caravans.

Many labour-saving devices have been introduced into the general scheme of these vans, which it is impossible to particularise here, but which reduce domestic duties to an absolute minimum, and at the same time eliminate any suggestion of "pigging things" so often associated with open-air life. To cut a long story short, whichever size van you may choose, you are assured of a perfect miniature portable home. The comfort of the seats and beds, and the excellent meals which are possible, together with the complete freedom from conventionality and care, the enjoyment of sea and mountain air, and the delight of living heart with nature at her best and loveliest, all combine to make a holiday in one of these unique Caravans, a most delightful experience.

PLAIN MODELS.

Interior fittings include the following:—Valor Perfection Stove and Oven in Fireproof recess. Beds 6-ft. long and over 2-ft. wide, sprung and upholstered in good quality tapestry or other material, which fold back to make comfortable seats in the daytime. Tables which may be hinged up at night, corner cupboard with loose wash-bowl mounted in top, and lid. Cups, saucers, large and small plates, kettle, teapot, saucepan, pie-dish, frying pan, and egg cups, all fitted so that they cannot rattle or break, in special devices. The floor is covered in linoleum, curtains and rods are provided for the windows. There are legs to support the Caravan when detached from the Car.

7-ft. 3-in. Model.—Furnished for two persons, and suitable for seven and eight horse-power Car.

8-ft. Model.—For two adults and one child (or small adult). Minimum horse-power car recommended, 10-12.

9-ft. 6-in. Model.—For four people; 12 h.p. Car or over.

DE-LUXE MODELS.

These models present an extremely attractive exterior appearance, and are the last word in comfort.

The windows are all made to open, and glazed ventilators are fitted in the lantern roof. The door is made with top half opening separately and is fitted with step and Yale-pattern lock.

Inside there is a wardrobe with bevel-plate mirror, a wash basin in cabinet, with draining board, and waste pipe to the outside. The basin is concealed when not in use by a lid, which forms a dresser, and chest of drawers. Portable food safe, and cupboard in coolest part of caravan for same. Large lockers for stores and bed clothes. Crockery and cooking utensils as in plain vans.

8-ft. Model, furnished for two people, and can be pulled by a 12 h.p. Car.

9-ft. and 9-ft. 6-in. Models, furnished for three and four people (see note on price list), and suitable for 14 h.p. Car.

10-ft. Model, accommodates four people, and suitable for a 16 h.p. or over Car.

Extra Accommodation.

Please don't let the difficulty of extra accommodation worry you. Lean-to tents can be fitted to each side of the caravan, which provide for up to three extra persons per tent.

If you have only a small Car and a large party it is a good plan to take a small caravan, and a lean-to, thus providing for as many people as a larger caravan. Our Manager will always be glad to give you his advice on these matters.



A "Record" in the Fields.

Camping.

The question will naturally arise as to where you can camp. From our experience, and that of many hundreds of our clients, we can assure you that there is no difficulty in finding camping sites.

In many parts of England, Scotland, and Wales there are expanses of unfenced, open land, upon which most delightful camping places can be found without even troubling to ask permission. In country that is devoted more to agriculture it is frequently advisable to ask permission of the farmer to enter a field; in fact, whenever you wish to camp on land that is fenced or enclosed, permission should, of course, be asked. You will find that this is seldom, if ever, refused. It is a good plan to camp near water, or near a farm where supplies of milk, butter, and eggs can be obtained. You should, however, always carry a certain amount of water with you.

In your own interest and the interest of other campers, always leave your pitch free from disorder and refuse. Refuse should be buried or, better still, burnt, if this latter course can be taken with safety.

To All Campers.—We have a large selection of tents, and camp gear, which we hire out independently of the caravans.

General Notes.

A few extra articles of camp furniture, etc., will add considerably to your comfort. Consult the list on page 10. One "lean-to" at least is almost an essential. The rest will depend upon your own inclinations; where you are going, how long you intend to stay, and the number in your party. Make your selection and enter them up on the order form.

Bring with you plenty of blankets and pillows or cushions.

For groceries we strongly recommend T. Seymour Meads, Chapel Street, Southport.

Don't forget your camera.

Hirers should note that the shops in Southport close on Tuesdays at 1 p.m.

We have an expert Motor Mechanic always in attendance, and all Motor requirements can be obtained on the premises.

Charges for Hire of Trailer Caravans.

DESCRIPTION.	July 29th to September 1st.	July 1st to 28th and Sept. 2nd to 15th.	May 27th to June 30th and Sept. 16th to 29th.	April 1st to May 26th and Sept. 30th to Oct. 27th.
	Per week	Per week	Per week	Per week
7-ft. 3-in. plain, furnished and fully equipped; accommodates two people. Suitable for a 9 h.p. car	2 weeks 5 0 0 3 or 4 weeks..... 4 10 0 5 weeks or over.. 4 5 0	2 weeks 4 10 0 3 or 4 weeks..... 4 0 0 5 weeks or over.. 3 15 0	2 weeks 4 0 0 3 or 4 weeks..... 3 10 0 5 weeks or over.. 3 5 0	2 weeks 3 10 0 3 or 4 weeks..... 3 0 0 5 weeks or over.. 2 15 0
8-ft. plain, furnished and fully equipped; accommodates 2 Adults and 1 Child. Suitable for 10 h.p. car	2 weeks 5 10 0 3 or 4 weeks..... 5 0 0 5 weeks or over.. 4 15 0	2 weeks 5 0 0 3 or 4 weeks..... 4 10 0 5 weeks or over.. 4 5 0	2 weeks 4 10 0 3 or 4 weeks..... 4 0 0 5 weeks or over.. 3 15 0	2 weeks 4 0 0 3 or 4 weeks..... 3 10 0 5 weeks or over.. 3 5 0
9-ft. 6-in. plain, furnished and fully equipped; accommodates four people. Suitable for 12 h.p. car	2 weeks 6 5 0 3 or 4 weeks..... 5 15 0 5 weeks or over.. 5 10 0	2 weeks 5 15 0 3 or 4 weeks..... 5 5 0 5 weeks or over.. 5 0 0	2 weeks 5 5 0 3 or 4 weeks..... 4 15 0 5 weeks or over.. 4 10 0	2 weeks 4 10 0 3 or 4 weeks..... 4 0 0 5 weeks or over.. 3 15 0

DE LUXE MODELS, WITH LANTERN ROOFS.

	Per week	Per week	Per week	Per week
	8-ft. de Luxe, furnished and fully equipped; Jacobean Oak Interior; accommodates 2 people. Suitable for 12 h.p. car	2 weeks 7 0 0 3 or 4 weeks..... 6 10 0 5 weeks or over.. 6 5 0	2 weeks 6 10 0 3 or 4 weeks..... 6 0 0 5 weeks or over.. 5 15 0	2 weeks 5 10 0 3 or 4 weeks..... 5 0 0 5 weeks or over.. 4 15 0
**9-ft. and 9-ft. 6-in. de Luxe, furnished and fully equipped; accommodates 3 people. Suitable for 14 h.p. car.....	2 weeks 8 10 0 3 or 4 weeks..... 8 0 0 5 weeks or over.. 7 15 0	2 weeks 8 0 0 3 or 4 weeks..... 7 10 0 5 weeks or over.. 7 5 0	2 weeks 7 0 0 3 or 4 weeks..... 6 10 0 5 weeks or over.. 6 5 0	2 weeks 6 0 0 3 or 4 weeks..... 5 10 0 5 weeks or over.. 5 0 0
10-ft. de Luxe, furnished and fully equipped; accommodates 4 people. Suitable for 16 h.p. car	2 weeks 9 10 0 3 or 4 weeks..... 9 0 0 5 weeks or over.. 8 15 0	2 weeks 9 0 0 3 or 4 weeks..... 8 10 0 5 weeks or over.. 8 5 0	2 weeks 8 0 0 3 or 4 weeks..... 7 10 0 5 weeks or over.. 7 5 0	2 weeks 7 0 0 3 or 4 weeks..... 6 10 0 5 weeks or over.. 6 0 0

TERMS FOR WINTER MONTHS ON APPLICATION.

**We have both 9-ft. and 9-ft. 6-in. de Luxe Caravans in our hire fleet. They are both furnished the same and offer equal comfort, and where hire orders are concerned we cannot differentiate between them. Some of these vans have one double bed and one single bed, and others have three single beds (two being arranged across the van, one above the other). If clients will state which they would prefer, the double bed or single bed model, we will do our best to book a caravan according to their wishes.

When calculating the cost of a caravan holiday, remember that the charges made are per caravan, whereas the charge for any alternative holiday accommodation is per person.

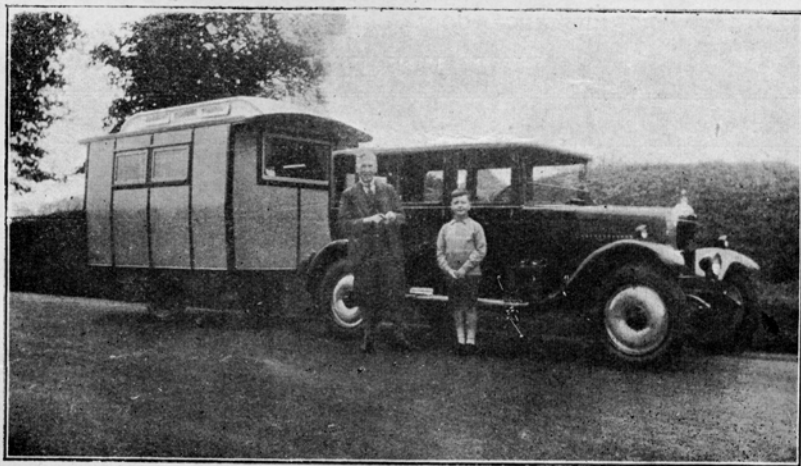
INTENDING HIRERS ARE STRONGLY ADVISED TO BOOK EARLY. THIS IS ESSENTIAL, AS WITHOUT THE CO-OPERATION OF OUR CUSTOMERS WE CANNOT FIT IN THE HIRE DATES OF ONE CUSTOMER WITH THOSE OF ANOTHER.

LUGGAGE TRAILERS.—We shall be pleased to send you full particulars of these. They afford a convenient means of carrying tents and camping gear, and our Hire Charges are very reasonable. They can be pulled by a 7 h.p. Car.

Breakages.—Price List.

	£	s.	d.
Meat Dish	0	3	0
Large Plate	0	1	3
Medium Plate	0	1	0
Small Plate	0	0	9
Jug	0	2	0
Cup and Saucer	0	1	3
Cruet	0	4	0
Canister	0	2	5
Saucepan and Steamer	0	7	8
Kettle	0	6	6
Frying Pan	0	2	7
Teapot	0	7	3
Egg-cup	0	0	4
Aluminium Stewpan	0	4	2
Pie-dish	0	1	8
Wash-bowl (loose)	0	4	0
Hub-cap Spanner... ..	0	7	6
Rear Lamp	0	13	6
Wheel Brace	0	5	0
Wheel Block	0	5	0

DON'T FORGET YOUR CAMERA.



A Few Minutes' Rest by the Roadside.

**Do not tear up this booklet. Pass it on to a Friend,
or return it to us by $\frac{1}{4}$ d. post.**

Advice to Hirers.

Intending hirers are strongly advised to book early: This is essential, as without the co-operation of our customers we cannot fit in the hire dates of one customer with those of another.

Take as little personal baggage as possible consistent with comfort. Don't reckon to take trunks or large cases with you. They will be in the way. Unpack such luggage on your arrival at our Depôt, and repack your clothes, etc., into the lockers of the caravan, taking

small suit cases only for odd personal belongings.

Plenty of rugs and blankets are essential. If you wish to send luggage in advance by rail, we shall be pleased to receive and store it until your arrival. Please notify us when you put such goods on rail, stating whether sent by goods or passenger train. Your name should be written on the label, c/o Lancashire Touring Caravan Co., Ltd., 14, Houghton St., Southport.

Insurance Premiums as charged by all Tariff Companies.

For the purpose of Insurance the value of the various caravans as detailed on previous pages, including normal equipment and fittings, is given below. This insurance does

not include minor breakages of crockery, etc. (see clause 5, page 3).

The respective figure should be stated on the form facing this page.

INSURANCE RATES.

CARAVAN.		Premium charged by all Tariff Companies (as an addition to the Motor Car owners present Car policy).			
Type.	Value.	One week (only applicable in certain cases) See page 1.	Exceeding one week, not exceeding one month.	Exceeding one month, not exceeding two months.	
8-ft. ...	£70	} 0 7 6	} 0 15 0	} 1 2 6	
8-ft. ...	£75				
7-ft. 3-in....	£85				
8-ft. ...	£140				
9-ft. 6-in....	£180				
8-ft. ...	£200				
9-ft. and					
9-ft. 6-in....	£230				
10-ft. ...	£250				
11-ft. ...	£260				
15-ft. ...	£300				

The premium for full comprehensive cover for a period of one year is £3 on a Caravan the value of which does not exceed £300. Over £300 the rate is an additional 15/- per cent. (pro rata).

Owners of Trailer Caravans should note that the only satisfactory way to insure the Trailer is by means of an endorsement to the existing Car policy, as is done in the case of all hired Caravans.

— THE —
LANCASHIRE TOURING CARAVAN
Company Limited,
32A, VIRGINIA STREET,
SOUTHPORT.

Insurance Application Form

To

Name of Insurance Co. (or Agent) with whom your car is insured.

Address

Sirs,

I am hiring a Trailer Caravan from The Lancashire Touring Caravan Co., Ltd., 14, Houghton Street, Southport, from the..... day of..... to the..... day of..... 192

This will be attached to my..... Car, Insurance Policy No.

Please hold me fully covered against all risks in respect to Car and Trailer Caravan; the latter while attached to or detached from the Car; including third party, during the aforementioned period.

Please issue me, at once, a cover note, as this will be required by the above Company as evidence that the insurance is effected.

The value of the caravan, its furniture, fittings and equipment is £ : :

Please note the interest of The Lancashire Touring Caravan Co. Ltd., as owners, and please inform them of your having received this letter at the same time as you acknowledge receipt to me.

In the event of any Claim being made by L. T. C. Co., Ltd., on my returning the Caravan, it is agreed and understood that settlement will be made direct to them.

Signed

Address

Date

Address to which cover note is to be sent if different from above:—

.....

.....

Note to Hirer: See particulars facing this page.

Post this form to your car insurance company or agent.

(0702)447183

59. Burnham Road
Leigh-on-Sea
Essex SS9 25R

C.I. International Ltd. 6.9.82

Dear Sirs,

Having a clear out recently I came across the enclosed brochure. I lived in Southport at the time & my father had an interest in the Company. I helped at weekends & evenings & had many odd days when a van was spare.

One of the early troubles was the bronze floating wheel bearings scoring up through lack of oil.

They were good old days. No sites, no crowding, little traffic and a feeling of bronze spirit.

I am now 82 so please excuse the writing.

I do not want the booklet back.

Yours Truly

Harry Seed

SPECIAL TERMS FOR SEPTEMBER.

7' -3" Plain.	First week.....	£4. 10. 0d.
	Each subsequent week.....	£3. 10. 0d.
8' Plain....	First week.....	£5. 0. 0d.
	Each subsequent week.....	£4. 0. 0d.
9' -6" Plain.	First week.....	£5. 15. 0d.
	Each subsequent week.....	£4. 12. 6d.
8' de Luxe.	First week.....	£6. 0. 0d.
	Each subsequent week.....	£4. 17. 6d.
9' 6" de Luxe.	First week.....	£7. 0. 0d.
	Each subsequent week.....	£5. 12. 6d.
10' de Luxe.	First week.....	£8. 0. 0d.
	Each subsequent week.....	£6. 10. 0d.

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